From: Tucker-Potter, Stacy
To: Rellen Hayes
Subject: RE: Client Site
Date: Thursday, September 05, 2019 2:30:00 PM

We discussed the possibility of changing the signer name to an individual who has been with the University longer and might have more name recognition. But given the concerns we've had so far, we fear it would seem less legitimate in the eyes of people who are already concerned it is a phishing scheme.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Thursday, September 05, 2019 1:26 PM
To: Tucker-Potter, Stacy
Subject: RE: Client Site

Hi Stacy,

Thank you so much for taking the time to finalize the lists. I will make the changes. Note: Field Hockey was highlighted by mistake.

As for addressing the legitimacy issue, you will receive the most phone calls during the first two weeks of the project. We've already added the website link to the postcards and emails, which normally helps. Are alumni familiar with Dr. Hughes? If not, is there someone that we can change the signatory to that would be more familiar to alumni? It should be someone who is familiar with the project and can talk to alumni about it, if need be.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Thursday, September 5, 2019 1:04 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Client Site

Rellen,

Attached are the modified spreadsheets. Fields highlighted in red need to be removed. I filled in the truncated information and unhighlighted those. Field Hockey was highlighted in the clubs and activities. It was a different color, so I couldn't figure out if there was a question for me on that. There was a club sport still listed in the sports one. I highlighted it in red. It needs to be in clubs and activities.

We have also been fielding a lot of a calls and emails from people who do not feel that the requests look legitimate. We did announcements in our alumni magazine and through email, but the feel of the emails is causing concern. I don't know what, if anything, can be done to mitigate that, but I wanted to share what the feedback has been so far.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Wednesday, September 04, 2019 7:25 PM
To: Tucker-Potter, Stacy
Subject: RE: Client Site

Importance: High

Hi Stacy,

I made the changes that you recommended below. Please note the I now have "445-Women's Club Volleyball Team" and "367-Men's Volleyball Team" under the "Activities" list and just "160-Volleyball" on the "Sports" list.

We also need to make sure all duplicates are eliminated from the list and we have the complete names of the organizations/clubs (looks like many were truncated when creating the original list you sent).

Please review the duplicates (highlighted in blue) and let me know which one should be removed. Also, please make sure the full name is listed for those highlighted in yellow.

Once these lists are finalized, we can complete work on the client site.

Thanks so much!

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Wednesday, September 4, 2019 3:39 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>

Subject: RE: Client Site

Thanks for the email.

Yes, we can take out initiates.

In the sports listing, club volleyball should be moved over to the activities. In the activities, Showgirls and Cheerleading should be moved to sports. The rest can stay where they are.

I think I know the answer to this question, but we have had a lot of response asking if they can do an online verification. Am I correct in assuming that the answer to that is no?

As we get updated contact information, how should that be routed to you?

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Tuesday, September 03, 2019 8:44 PM
To: Tucker-Potter, Stacy
Subject: Client Site
Importance: High

Hi Stacy,

The Client Site is still being worked on and should be available by end of this week. Once it's been approved for you to use, I will send you all the details. In the meantime, feel free to send me the names of any one that needs to be removed from marketing outreach or the directory.

To finalize the site, we are planning to change the survey question you sent into 3 survey questions. This should make it easier for alumni to respond, seeing the list of options is quite extensive (575 total).

From:

What clubs/activities did you participate in at Truman State University?

To:

1. What clubs/activities did you participate in at Truman State University?

2. What Greek organizations did you participate in at Truman State University?

3. What Sports did you participate in at Truman State University?

I've taken the activities list you sent and broke it into 3 lists to accommodate the 3 questions. Attached are the 3 lists for your review. Please let me know if in the Greek list, "Initiates" options should be removed. Also, should recreational sports be listed under "Sports" or do you prefer to keep those under "Clubs/Activities"? Any other changes?

We will need these lists finalized to complete the "Client Site"

Thanks for all your help.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

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